

## HOW WE LOOK

# Logo Continued

Specifications for the visual proportions, spacing, and alignment of our logo have been predetermined. There are no exceptions to these specifications. When applying our logo in any context, never attempt to create a different version or modify the elements or their configuration in any way.

### Do's

The logo should always be separated from headlines, text copy, images, and other graphics.

To avoid clutter and give the logo prominence, the logo should consistently be placed from other text and graphics a distance, at minimum, equivalent to the letter height of the “V” in JVS.

It is always acceptable to use more than the minimum clear space.



LOGO WITH TAGLINE

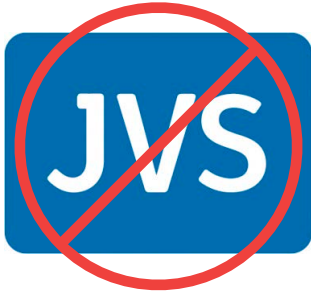


LOGO WITHOUT TAGLINE

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## Don'ts



Do not use the old logos, except when talking about older work.



Do not use a background that compromises legibility.



Do not change the logo colors.



Do not change logo typography.



Do not change the size or position of logo elements.



Do not distort the logo.